ABSTRACT

A technique for optimizing the delivery of a multiplicity of advertisements and other programming is provided by trading off full-motion video for other forms of high quality still images, text, graphics and audio. By creating a group of
5   synchronized digital programming components, for example, still-frame video, audio, graphics, text, animation, and media objects, which combined utilize less bandwidth than a standard digital programming segment of full-motion video with CD quality audio, a greater number of differentiable programming content options can be made available in the digital transmission stream. Because of the greatly expanded amount
10 of differentiable content that can be created using the bandwidth tradeoff techniques, greater precision in targeting particular content, such as advertisements, to particular users is possible. The invention also contemplates the system requirements, both hardware and software, for a digital programming transmission center and for a user's receiver, necessary to implement the bandwidth tradeoff methodology.